Have you used our edit index yet? . . . page 24

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FEBRUARY 1, 1992 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.50

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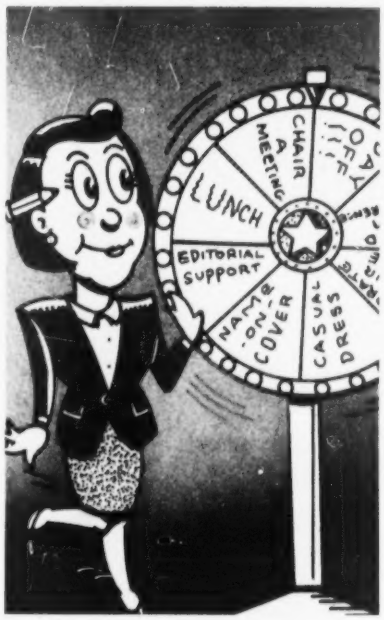
FOLIO:'s Special Report includes hands-on advice and assistance for making the switch to environmentally responsible publishing. Find out which ecological issues demand action—and which aren't worth worrying about. Plus, a concise, up-to-the-minute guide to United States mills producing recycled lightweight coated stock, and what it will really cost you. 73



BOOST YOUR DELIVERABILITY

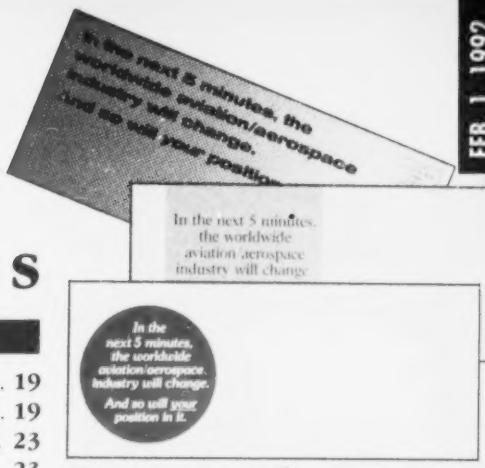
Are your third-class mailings being trashed in corporate mailrooms? Discover how to outwit the most vigilant postal monitors without raising your direct-mail costs. 97

HOW TO GET GRAPHICS THAT GRAB READERS

Nigel Holmes (*right*), the creative genius behind today's popular infographics style, and Harvard University cognitive psychologists Stephen Kosslyn, Ph.D., and Christopher Chabris tell you how to package information visually so that readers will relate to it. 66

WHAT DO EDITORS REALLY WANT?

It takes more than money to keep talented editors and writers happy and productive. A top trade editor offers some surprising advice on perks and privileges that cost employers almost nothing, but can make all the difference when it comes to retaining your staff and boosting their morale. 89



Contents

UPDATE

Wordsmiths fret over warping of English . . . 19
Advertisers' 1992 print-spending plans upbeat . . . 19
Delta acquires Gorman Publishing . . . 23
Quebecor buys out of the Maxwell morass . . . 23
Rodale unit seeks launch ideas in-house . . . 24
Global ad supplement spans 34 magazines . . . 40
Hear, hear! Magazines bid for readers' ears . . . 43

MAGAZINE STRATEGIES

Playing catch-up: *Video Store* takes a big gamble by going weekly. . . 53
Sweeping up subs: *Consumers Digest* credits annual sweepstakes for consistent circulation gains. . . . 56

FEATURES

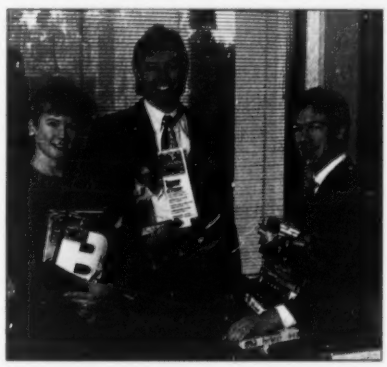
Picture this: An insightful interview with the father of "infographics" —*Time*'s graphics director, Nigel Holmes. . . . 66
Minding information graphics: Don't sacrifice comprehensibility on the altar of aesthetics. Knowing a little about human perception can help make your graphics a lot more informative. . . . 69
Save the Earth: We dare you! FOLIO:'s Special Report on proven strategies for environmentally responsible publishing. . . . 73

COLUMNS

Motivating editors: For these idealistic, highly creative people, money isn't alwaysthe answer.
By Richard M. O'Connor . . . 89
Politically correct use of lists: How to protect the environment and your bottom line by reducing poorly targeted direct mail.
By Donn Rappaport . . . 93
Sneaking third-class mail past the mailroom monitors: It's all in the envelope (design, that is).
By Eliot Schein . . . 97

DEPARTMENTS

Joe Hanson Magazines as a mass medium . . . 6
FOLIO:Plus . . . 9
Briefings . . . 15
Editorial Index . . . 24
Lists Service promises earlier list evaluation . . . 46
Point of View The future of advertising . . . 51
Magazine Watch Surviving without advertising . . . 60
Calendar . . . 64
Letters . . . 116



How to escape the office circular file **97**
Are your third-class mailings being trashed in corporate mailrooms? Discover how to outwit the most vigilant postal monitors.

Bidding to be a video-tape player **53**
Edgell's *Video Store* figured being a contender meant going weekly. Will its $2 million investment help it survive the coming shakeout?

Why are we printing on Choctaw C.F. this month?
Because 40 lb. Choctaw C.F., manufactured at Weyerhaeuser Paper Company's Columbus, Mississippi, mill, is chlorine free. For our Special Report on environmentally responsible publishing, we wanted to show readers coated paper made from virgin pulp that was whitened without chlorine. To learn more about the debate about chlorine bleaching and de-inking, turn to page 77.

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Folio:

Vol. 21 No. 2

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT is published 12 times per year. In addition to the 12 regular monthly issues, FOLIO: SourceBook is published annually during the month of September. Copyright © 1992 Cowles Business Media. FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT is published by Cowles Business Media, 6 River Bend, P.O. Box 4949, Stamford, CT 06907-0949; 203-358-9900. Fax: 203-357-9014. And 232 Madison Ave., Suites 1500 (Editorial) and 1409 (Advertising), New York, NY 10016; 212-683-3540. Faxes: 212-683-3986 (Editorial) and 212-683-4072 (Advertising). For reprint information, contact Laura Selwa, ext. 343. Minimum—100 reprints.

COWLES BUSINESS MEDIA
A Division of Cowles Media Company

Cowles Business Media, an affiliate of Cowles Media Company, also publishes Catalog Age, Inside Media, FOLIO:'s Publishing News and Direct.

Subscriptions: U.S.—1 year (13 issues), $68; 2 years (26 issues), $108; 3 years (39 issues), $143. Canada and Mexico—1 year (12 issues), $82; 2 years (24 issues), $132; 3 years (36 issues), $172. Foreign (air only)—1 year (12 issues), $144; 2 years (24 issues), $270; 3 years (36 issues), $384. Single copies of most past issues, $8. Special issues cost more. European subscriptions: Euromedia Amsterdam, Euromedia Projekten, Leidsegracht 94, 1016-CS Amsterdam, The Netherlands. Postmaster: Please send address changes to FOLIO:, P.O. Box 4294, Stamford, CT 06907-0949. ISSN 0046-4333. Second class postage paid at Stamford, Connecticut, and additional entry points.

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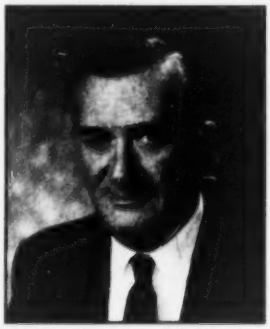
Advertisers' 1992 print-spending plans upbeat

By Lisa I. Fried

Will the industry's bread-and-butter advertisers slash spending again this year? What do big-ticket advertisers really want from magazines?

To get answers, FOLIO: talked to advertisers in seven diverse industries and to Jim Guthrie, executive vice president of Magazine Publishers of America.



"Magazines have helped us," says Mulcahy.

Through September 1991, magazines' share of ad spending rose from 15.9 percent to 16.5 percent, according to Leading National Advertisers. This year, Guthrie predicts the industry will retain that share.

Magazines that help advertisers reach narrowly focused prospect lists, that act as marketing partners, and build a bond with readers, and also fulfill consumers' desires to improve their homes, families and selves have the edge.

Following is a list of some of the leading ad categories and their plans for 1992:

Automotive. At Toyota Motor Corp., "magazines will continue to play an intricate part in the advertising strategy," says Jerry Perry, national ad manager. Financially healthy magazines with loyal magazine readers who fit customer profiles for the cars are targeted. He says he's also interested in marketing options beyond ad space.

Computers/Office Equipment. Xerox Corp. will continue to spend heavily in trade titles reaching computer-purchasing decision-makers and increase spending in U.S. and European editions of the newsweeklies and business titles, according to Michael Kirby, director of worldwide strategic advertising. Canon, however, will spend 20 percent less in magazines, says Hajime Hirai, vice president for advertising.

Food. With their profit margins squeezed, Guthrie predicts that many food marketers will follow Procter & Gamble's lead in moving some money from promotion and into magazines. Campbell Soup Co.'s interest in promoting new soups resulted in a projected hike in magazine spending of $13 million from August 1991

(CONTINUED ON NEXT PAGE)

English taking a bad spin

Politics and poor usage twisting our tongue.

By Andrew Marlatt

If 10 differently-sized, monocultural waitrons were in a room and three walked out, would less or fewer remain? Half of writers and editors, if a recent survey is accurate, will answer the correct "fewer." Forty-one percent, however, will say "less,"—even though they know it is wrong. And most of them, if top language experts are correct, are probably still wondering what a "differently-sized, monocultural waitron" is.

What we have here, aside from a failure to communicate well, are the two great challenges facing writers and editors today: political correctness and grammar. Most politically correct terms may never make it, but grammar, laments syndicated columnist James J. Kilpatrick, "is a dying art. It's almost gone."

The "less" versus "fewer" question was posed in a survey of writers and editors by Washington, D.C.-based "Writing Concepts" newsletter. In it, three-fourths of respondents also confessed they would employ the commonly used, but incorrect, "It's me" instead of "It's I" in writing. To some in the business, that is disgusting.

"Oh, I don't believe it!" booms Kilpatrick. "Show me a respectable writer who says, 'It's me.' I want to see the quote."

Whether you call it usage evolution or poor writing, such changes are showing up in magazines and newspapers across the country, says syndicated language columnist Jeffrey

(CONTINUED ON NEXT PAGE)

John Leo's P(olitically) C(orrect) Pet Peeves

It's hard work being PC. For one thing, it means learning a whole new vocabulary. John Leo, contributing editor at *U.S. News & World Report*, syndicated columnist, and observer of our native tongue, cites here his least favorite neologisms of the PC set.

Ableism. Bias against the physically challenged and differently abled. Stairs are an example of Ableist architecture. "Blind to the truth" is Ableist language.

Adultism. The oppression of imposed standards and values from the adult world upon sub-adults.

Handism. Oppression of left-handed persons by the right-handed majority.

Sizeism. Prejudice against the differently sized. "Articles on dieting and overeating are biased and impede growth of the size-acceptance movement."

English

(CONTINUED FROM PREVIOUS PAGE)

McQuain. The phrase "between you and I" is everywhere, he says, and is wrong every time. McQuain, who researches William Safire's "On Language" column for *The New York Times*, has also noticed a trend of written redundancies such as "end result" and "final conclusion."

Kilpatrick adds he has "about given up on 'who' and 'whom.' It's lost. When they write it, they almost always get it wrong." Kilpatrick also keeps a running list of new uses for words. Among those he dislikes: **Impacted*—"I would never use that and I don't know any respectable writer who would," though, "I've seen it used by illiterate ignoramuses," he says. **Interpersonal*—"If that ain't a crappy word."

"Grammar is a dying art," Kilpatrick says.

When do the guardians of language give in to common usage? Says McQuain: "I think it is incumbent upon writers to enforce the rules of grammar, not to simply . . . wait, I'm about to split an infinitive . . . OK, not simply to give in."

"I hold the line as long as I can," pledges Carolyn Mulford, managing editor of "Writing Concepts," who then quoted a survey respondent writing about "less" and "fewer": "I don't like it, but this has become so common that I have to accept it."

They won't be worn down

Says Kilpatrick: "The bastards wear you down after a while."

These writers, however, say they won't be worn down by the politically correct, or PC, onslaught. While "African-American" has quickly won general acceptance, terms such as "physically challenged" are "complete nonsense," says Jack Cappon, managing editor of the Associated Press. "Almost invariably, you'll find the euphemisms are more long-winded and more abstract—and as they are used more, the language gets less and less muscular."

Old Yeller goes PC

John Leo, syndicated columnist and contributing editor at *U.S. News & World Report*, calls the increase of "-challenged" and "-sized" words "bullshit," and has concocted a few terms of his own in retaliation. One is "Homeism," which he defines as "oppression of the homeless by the non-vagrant homed." Leo has also translated famous books and movies into PC-speak. Among them: "Old Yeller—Senior Animal Companion of Color," and "Snow White and the Seven Dwarfs—One of the Monocultural Oppressed Womyn Confronts the Vertically Challenged."

McQuain believes PC terms will die under their own weight. "We are a sound-bite culture," he observes. "We try to shorten things rather than lengthen them."

But the PC push has already taken a gender-neutrality toll on the language. "Everyone uses their mind" has become a common, if incorrect, replacement for "Everyone uses his or her mind," McQuain notes. Then there is "chair," the replacement for "chairman" and "chairwoman," he adds.

A differently-sized, monocultural waitron, by the way, is an overweight, white waiter or waitress. And that, more or fewer, is the final ending conclusion. ■

Advertisers detail spending plans

(CONTINUED FROM PREVIOUS PAGE)

compared with the same period last year, says Paul Mulcahy, vice president of marketing. "Magazines have helped us develop interest among consumers for new products."

CPC International, a food marketer that sells recipe ingredient products, will spend more than 15 percent in women's and epicurean titles.

Toiletries/Cosmetics. Magazines delivering to audiences who are receptive to skin creams, lotions and oils will profit as the population ages and becomes more health-conscious, Guthrie says. Bristol-Myers Squibb's consumer products division will slightly increase the magazine portion of its media budget, says Peter Spengler, vice president of marketing services.

Beer/Wine. Anheuser-Busch executives also want value-added programs, especially those that tie together broadcast, print and retailers, says Tony Ponturo, vice president of corporate media/sports marketing.

Apparel/Footwear/Accessories. In the same period of 1991, declining retail sales of apparel, footwear and accessories forced related ad spending down 5 percent. Guthrie says he doesn't expect the category to rebound until the economy does.

Levi Strauss & Co. is an exception, though, increasing advertising this year in the contemporary, cutting-edge titles preferred by fashion-forward readers, says Bradford Williams, marketing specialist.

Tobacco. Cigarette companies continued to shift dollars from magazines into promotion in 1991, and Guthrie says he expects the trend to continue. A recent press report stated that R.J. Reynolds Tobacco Co. will follow the industry trend. ■

AD SPENDING PLANS: A '92 SAMPLER

ADVERTISER	JAN.-NOV. '91 DOLLARS*	OUTLOOK FOR 1992
Anheuser-Busch	$18.5	Expects moderate increase in spending.
Bristol-Myers Squibb	$32.2	In consumer unit, print media budget to grow.
Campbell Soup Co.	$17.6	Magazine spending for 8/91-7/92 is up by $13 million.
CPC International	$3.6	Expects to spend at least 15 percent more on advertising.
Canon USA, Inc.	$21.7	Spending will decline approximately 20 percent.
Levi Strauss & Co.	$ 6.1	Seeking cutting edge, contemporary titles.
R.J. Reynolds Tobacco Co.	N/A	Media buying will be done quarterly instead of annually.
Toyota Motor Corp.	$98	Seeking healthy magazines with loyal readers.
Xerox Corp.	$2.7	Plans heavy spending in trades, consumer ad hikes.

Sources: Leading National Advertisers; individual company executives. * In millions of dollars

Magazines will retain their share of the ad market, MPA predicts.

Surviving without advertising

By Samir Husni

Most media experts question the wisdom of getting involved with start-ups in the current recession. Few, however, have asked, "Can new magazines survive without advertising?"

Marcia Theodoredis, publisher of Rodale Press's recently introduced magazine for teens, *Straight Talk*, insists that circulation-driven magazines are a practical reality and not just a passing fad. She points out that although *Straight Talk* will accept ads in future issues, the magazine "has been positioned and priced so it will survive without advertising."

Roy Reiman, president of Reiman Publications, is another believer in the circulation-driven model. He has been publishing ad-free magazines for the last 22 years. His *Country*, with a 1.7 million circulation, was launched 1987. Reiman claims it's still growing at the rate of 20,000 new subscribers per month.

Do circulation-funded magazines represent a new trend? Not really. There are already a healthy number of ad-free magazines. All have at least one of three characteristics that allow them to exist without ad revenue.

1. Specialized audience Kids' titles like *Highlights for Children* and *Ladybug* provide what they characterize as a better environment for children because they are ad-free. Academic and highly technical journals that play to devout audiences by delivering information that can be found nowhere else are other examples.

2. Added value Magazines perceived as an information-packed bargain can survive ad-free. Almost all the needlework and house plan titles fall into this area. They pack more plans and projects into one issue at a lower price than would have to be paid for a single plan or pattern, if purchased separately. *CrossStitch* and *Fantasy Crochet* are examples.

3. Advocacy-oriented/satirical editorial Some magazines' satirical or advocacy positions work against ad sales efforts; and trying to accommodate advertisers would alienate readers. *Mad*, *Ms.* and *Consumer Reports*, while worlds apart in content, have built their reputations on uncompromised objectivity.

A surprising 105 ad-free titles were published in the last four years, (out of a total of 1,199 titles started with the intention of publishing four issues or more a year). From those 105 magazines, 42 were still being published in the last quarter of 1991. That is a survival rate of four out of 10—a better survival rate than that of all new magazines, which was three out of 10 for the same time period. ■

Samir Husni is head of the Magazine Service Journalism Program at the University of Mississippi and editor of Samir Husni's Guide to New Consumer Magazines, *published by* FOLIO:.

Ad-free consumer magazines 1987-1990

Categories	Total magazines introduced	Categories	Total magazines introduced
Automotive	2	Media & personalities	11
Business & finance	1	Military	1
Children's	5	Music	5
Comics	8	Photography	1
Computers	1	Political	2
Crafts	2	Puzzles	18
Dressmaking	8	Sex	16
Electronics	1	Sports	1
Epicurean	1	Videos & movies	1
Gay	5	Women's	2
Health	1	Women's fashion	4
Lifestyle	4	Youth	2
Literary	2	**Total**	**105**

How some publishers are maintaining or **increasing profit margins** while ad revenue declines

Because the business of the business of publishing is shifting from a single-minded focus on advertising revenue to a more balanced approach, where an increasing portion of a publication's revenue is derived from the reader, publishers are turning to better management of their most valued asset – the subscriber database.

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